

CAMBRIA

hotels & suites

DOWNTOWN DALLAS

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2018



For Immediate Release

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Cambria Dallas Downtown Set To Open March 1

Local developer resurrects the modern hotel in a historic Dallas setting

DALLAS (February 15, 2018) – Cambria Dallas Downtown will soon open, bringing a modern hotel experience to Dallas’ historic central business district. The hotel partially opened in late 2017, and will **fully open on March 1st**.

Located in the iconic Tower Petroleum Building, the Cambria Dallas Downtown embraces the building’s history with art deco style and embodies the spirit of downtown Dallas with genuine Texas hospitality.

Cambria Dallas will offer 177 rooms within the 23-floor boutique-style hotel. With its iconic zigzag exterior and intricate interior façade, the property evokes character at every turn. Upscale amenities and tech-savvy accommodations will include:

- **Restaurant & Bar** – The hotel will feature a full-service restaurant and bar, offering three meals daily in a relaxing environment with mid-modern aesthetic. Featuring a classic American menu with locally sourced ingredients, the restaurant and bar will focus on seasonal fare and creative cuisine. The menu will include something for everyone, from Texas-raised steaks to shareable dishes and small plates. The bar will feature custom, Texas-distilled cocktails and happy hour offerings.
- **Meeting and Event Space** – With 1,500 square feet of flexible meeting space, the Cambria Dallas is a perfect setting for any gathering. The variable space can transition to meet the needs of any groups – from large, corporate events to small and personal meetings. Each space is equipped with the latest in audio and visual technology to ensure each event is seamless and successful.
- **24/7 TechnoGym Fitness Center** – Featuring high-quality TechnoGym equipment, the fitness center offers a wide variety of exercise machines and fitness gear ideal for the modern traveler.

“This hotel is going to fill a much-needed niche in the downtown Dallas area,” said Lacey Lamm, general manager at Cambria Dallas. “With a cool, modern environment and high-end offerings, the Cambria Dallas is upscale, but not uptight. We look forward to welcoming guests, and delivering the best in boutique accommodations and genuine hospitality.”

Dallas-based real estate developer John Kirtland saw great potential in the stylish, vintage building, originally built in 1931. Kirtland purchased the Tower Petroleum building and neighboring Corrigan Tower, which he recently redeveloped into 1900 Pacific, luxury residences offering urban and loft-style apartment living.

“I’m so proud to finally open the doors to Cambria Dallas”, said Kirtland. “The Tower Petroleum Building is already such a cool building with rich history, and with the latest, contemporary touches, we’ve truly brought the vision to life.”

Cambria Dallas, part of Choice Hotels, is managed by Fillmore Hospitality. The hotel is located at 1907 Elm Street, Dallas, Texas 75021. For more information about Cambria Dallas Downtown, visit www.cambriadallas.com.

About Cambria Hotels & Suites

Cambria Hotels & Suites makes business travel easier—and more fun—than ever before. Offering modern décor, rooms that feel like an upgrade, and fresh, local cuisine. Cambria makes every guest feel like a VIP. There are currently 36 properties open across the country and more under development in the U.S. and Canada. To learn more, visit www.cambriahotelsandsuites.com.

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FOR IMMEDIATE RELEASE

Cambria Dallas Downtown Names General Manager and Director of Sales and Marketing

DALLAS - Cambria Dallas Downtown announces it has appointed a General Manager and Director of Sales and Marketing. The hotel partially opened in late 2017, and will fully open in mid-February 2018.

Bringing an upscale hotel experience to downtown Dallas, the Cambria Dallas is designed for the modern traveler with boutique accommodations and tech-minded amenities.

Fillmore Hospitality, which manages the Cambria Dallas, selected Lacey Lamm as General Manager and Shelly Campbell as Director of Sales and Marketing.

Lacey Lamm brings more than 20 years of hotel management experience to the Cambria Dallas. Most recently, Lacey was Vice President of Operations at The Packard Companies, a full-service management firm, where she oversaw more than 1,600 hotel rooms nationwide. Previously, Lacey served as Area General Manager at various properties under Concord Hospitality Enterprise. Prior to moving to Texas, she was the General Manager of the Hilton Southern Hills in Tulsa, OK. While there Lacey served the Oklahoma Hotel & Lodging Association and was the only woman in the associations history to be appointed Chairman.

Shelly Campbell joins Cambria Dallas with vast hotel sales and marketing experience. Shelly's hotel background includes Director of Sales and Marketing positions at Hilton Dallas/Park Cities, Hilton Waco and Marriott by Courtyard in Waco, Texas; and most recently, Cambria Southlake DFW North in Southlake, Texas also managed by Fillmore Hospitality.

Cambria Dallas owner John Kirtland developed the hotel in the historic Tower Petroleum building, striking a perfect balance of art deco style and contemporary

comfort. Additionally, Kirtland developed the hotel's neighboring residences, 1900 Pacific, located in the historic Corrigan Tower building.

"We are proud to welcome these two remarkable executives to Cambria Dallas", said John Kirtland. "Both Lacey and Shelly are proven experts in the hospitality industry, and with their combined wealth of experience, will be great assets to this hotel."

This hotel is the 35th Cambria Hotel & Suites property. Cambria Dallas is located at 1907 Elm Street, Dallas TX 75201. For more information on the Cambria Dallas, visit www.cambriadallas.com.

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Petro Tower Grill opens at Cambria Dallas

DALLAS (March 2018) – Petro Tower Grill, a full-service restaurant and bar in the **Cambria Dallas Downtown** hotel, is now open.

Located on the first floor of the historic Tower Petroleum Building in the central business district, Petro Tower Grill provides the ideal setting for modern travelers and local business people alike to meet and dine.

Petro Tower Grill offers three meals daily, in addition to plentiful happy hour specials. The creative menu offers American-inspired dishes with locally sourced ingredients. From a classic burger or filet mignon to tortilla crusted salmon or basiled pasta primavera, the menu features quintessential Southern-fare plates with an added flair.

With a distinct art deco style, unbeatable downtown location, and curated cocktail menu, Petro Tower Grill provides the perfect place to meet for happy hour. Happy hour is offered 5:00 p.m. to 7:00 p.m. daily, highlighting craft cocktails and shareable plates such as sliders, flatbreads and a charcuterie board. Additionally, the bar will serve wine and domestic, import and craft beers.

Breakfast menu includes:

- **\$9: Hot Ham, Egg + Cheese Croissant** – *Steamed Ham, American Cheese, Scrambled Eggs, Croissant*
- **\$10: Buttermilk Pancakes** – *Whipped Butter, Maple Syrup, Add 2: Blueberries, Bananas, Chocolate Chips + Whipped Cream*
- **\$12: Cambria Egg White Omelet** – *Chicken Breast, Spinach, Mushrooms, Avocado, Salsa*

Lunch menu includes:

- **\$18: Black + Bleu Steak Taco Salad** – *Mixed Greens, Tomato, Cucumber, Red Onion, Avocado, Bleu Cheese, Black Beans, Buttermilk-chipotle Dressing*

- **\$15: Cambria American Angus Burger** – *American Cheese, Lettuce, Tomato, Pickle, Onion, 1000 Island*
- **\$14: Charred Tomato + Mozza Sandwich** – *Basil Pesto, Arugula, Red Onion, Lemon-Garlic Aioli*

Dinner menu includes:

- **\$14: Cast Iron Roast Chipotle Chicken Legs** – *Black Bean, Corn, Avocado, Pico de Gallo, Lime*
- **\$35: Grilled Filet Mignon** – *Creamed Spinach + Caramelized Onion, Crispy Fingerling Potatoes, Maître d’butter*
- **\$15: Basiled Pasta Primavera** – *Broccoli, Charred Onion, Spinach, Mushrooms, Tomato, Garlic, Fresh Basil, Scallions*

Cambria Dallas, part of Choice Hotels, is managed by Fillmore Hospitality. The hotel is located at 1907 Elm Street, Dallas, Texas 75201. For more information about Cambria Dallas Downtown, visit www.cambriadallas.com.

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